

February 2014

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Both Food Booklets and UPCs

The changes this year will be minimal for stores and mainly will require stores to add UPCs for the cereals. During the months of March, April and May, there will be clients who are not aware of the move to store brand for milk, egg and cheese or that cereal sizes have expanded. Until June 1, 2014 and to avoid confusion at the register, please make sure cashiers are aware that clients may purchase any allowable brand in the allowable flavors of cheese in the two 8 ounce (oz) or one 16 oz packages. And that some clients will have checks that specify cereal sizes 12, 18, 24, or 36. **All clients will be aware of store brand requirements and increased cereal size options by June 1, 2014.**

Review of the Changes in the 2014 Program Booklet

MAJOR CHANGES

Breakfast Cereal

Beginning with the new food list, cereals, **cold and hot**, are authorized in 11 ounce (oz) up to 36 oz packages.

Milk, Eggs and Cheese

There is now a restriction on the brand of milk, eggs and cheese WIC customers can purchase; customers must get the **store brand or least expensive brand available**. Fat content and container sizes will continue to be listed on the WIC check.

MINOR CHANGES

Soy Milk

Added more brands to the approved selection, now Pacific Natural Foods, Silk, WestSoy are approved as well as 8th Continent Original and Vanilla and Great Value Original Soy Milk.

Juice

Added blends, WIC customers should continue to look for **100% fruit juice products only**.

Baby Food—Fruits and Vegetables

Changed from jars to container, manufacturers will be going to 4 ounce plastic containers during the next year. Only single 4 ounce glass jars or containers are allowed. **NO multi-packs of 3.5 oz sizes are allowed.**

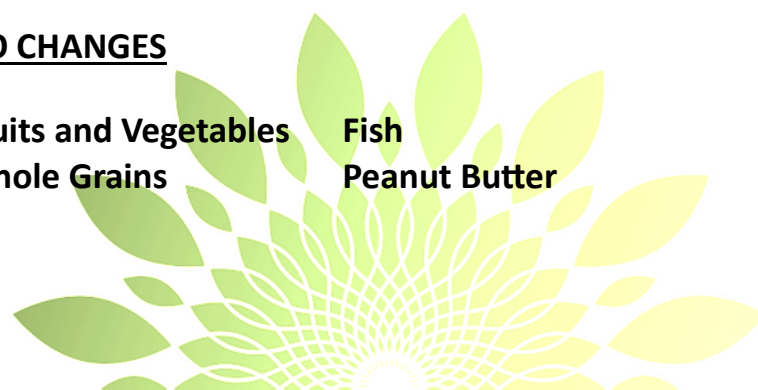
Canned Beans

Removed the list of 'can' buy and kept the list of 'cannot' buy.

NO CHANGES

**Fruits and Vegetables
Whole Grains**

**Fish
Peanut Butter**



New Materials

All stores **should have received or will be receiving** a new set of shelf labels and new Program Booklets.

If you have not received the new materials , please go to kansaswic.org and click on the link for vendors on the left and order a supply for your store. The new shelf labels and program booklets are pictured here. Note: We removed the 'item' specific labels.



Effective Date of Approved Foods List

Both approved food lists are active through 05/31/2014.

During the months of March, April and May 2014, WIC customers should be able to purchase foods on either food list.

Starting March 3, 2014 there will be two different approved food lists on checks. Some clients will have checks where the cereal is specified at the 12, 18, 24, or 36 oz and other clients will have checks where the cereal with a range of 11 oz up to 36 oz.



Question / Answer About the New Food List

Q. Since milk switched to Store Brand, is the milk in glass containers approved?

A. No. Milk in glass containers is not approved.

Q. What if my store doesn't carry a 'Store Brand'?

A. Whether the store carries Best Choice or only national brands such as Hiland, the customer should pick up the least expensive available at the time of purchase.

Q. The Program Booklet Juice section under the Old Orchard brand, now reads with 100% juice in the label, does this include the Old Orchard juice cocktails?

A. No, WIC only provides 100% fruit juices, the fruit cocktails are not allowed for purchase with WIC checks.

Q. Are all flavors of sliced cheese approved?

A. No. Only Pasteurized Processed American cheese that is sliced but not individually wrapped is allowed.

Q. Can a client still get Kraft or other National Brand cheese?

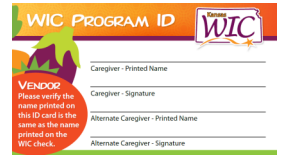
A. Yes. If a client comes to the store on a day that the Store Brand is not stocked, the client will be encouraged to purchase the least expensive available. If Kraft is running a sale that day, and it is the least expensive available, then the client will purchase that cheese.



Q & A cont.

Q. Did the WIC ID Card change?

- A. No. WIC customers have the option of using the WIC Program ID card or a photo ID. Photo ID's can be valid or expired, from the United States or another country, or a school or work photo ID card.



Q. Did the WIC Door Decal change?

- A. No. Stores will continue to use the same door decals with the purple lettering and border with the purple state logo. Stores will be notified when the decal changes.

Q. Can a WIC customer use a coupon, loyalty card on their WIC transactions?

- A. Yes. Stores should accept coupons, loyalty cards or any other type of offer or discount that the WIC customer chooses to use.

Q. Is there an updated UPC list online at www.kansaswic.org?

- A. Yes. The UPC list is available on-line. There are combinations of the 2011 and 2014 approved food lists for cereal, juice and whole wheat tortillas. If you have questions about what should be flagged as WIC approved in your system, please contact Valerie Merrow (785)296-0092 or Brad Iams (785)296-0093 at the State WIC office.

Q. Does any choice of canned beans still include canned lentils?

- A. Yes. Canned Lentils, Black-Eyed Peas and Split Peas are still include, just no green beans, baked beans, flavored beans, pork and beans, chili beans, or beans containing added sugars, fats, meats or oil.

Q. Is cereal still brand specific?

- A. Yes. While sizes have been changed to accommodate manufacturing changes, cereal is still brand specific.

Cashiers Be Alert!

It will be more important than ever that cashiers make sure the client is only purchasing foods that are listed on their checks. Pay close attention to the check line description on all WIC checks to ensure customers are getting what they should as some customers will only be able to get cereal sizes in 12, 18, 24 or 36 while other clients will be able to get cereal sizes 11 up to 36.

Examples of combinations include but are not limited to:

$11+11+14 = 36$; $12+12+12=36$; $12+24=36$; $17.2+17.6=34.8$; $18+18=36$; $36=36$

UPC List

The local agencies issue checks to clients up to three months in advance. Because of this, both UPC lists will be needed in your systems. The current UPC list will be valid through May 31, 2014. The new approved foods list will begin March 1, 2014.

The revised UPC list will be available to stores the week of February 17, 2014. Please visit our website at www.kansaswic.org to get to the most current UPC list.

State of Kansas
DEPARTMENT OF HEALTH AND ENVIRONMENT
Nutrition and WIC Services
1000 SW Jackson, Suite 220
Topeka, KS 66612-1274
264-19



KANSAS WIC APPROVED FOOD CHANGES And UPC NEEDS



STILL HAVE QUESTIONS? Please consult the Vendor Manual at:

<http://www.kansaswic.org/vendors>

Or contact your local Vendor Manager through your Local Agency County Health Department
State VENDOR MANAGEMENT TEAM:

Valerie Merrow
(785)296-0092

E-mail: vmerrow@kdheks.gov

Brad Iams
(785)296-0093

E-mail: biam@kdheks.gov